

**SERVICE REPORT**

NO. 114

CLIENT Philip Morris U.S.A.

DATE

July 26, 1995

PRODUCT

Virginia Slims - Holiday/Winter Comps

A record of contacts with client, a report of status of work in production, and a memorandum of ideas discussed and work to be performed **Leo Burnett U.S.A.**
This reports on a meeting held in Chicago on Monday, July 24, 1995. Present were:

Philip Morris

Suzanne LeVan
Sonya Rush
Giuseppe D'Alessandro
Wendy Marin

Leo Burnett

John Buchler - 19
Karen Green - 12
Doug Porter - 19
Bob Schewe - 19
Bonnie Timmins -19

Connie Bulanda - 19
Mara Fizdale - 26
Lenora Rand - 26
Thomas Smallwood - 26
John Ward - 26

Purpose

The purpose of this meeting was to review Holiday/Winter print and OOH comps.

Agreements/Discussion

- Agreed that photography & comps met shoot objectives. Will move forward with 4 comps as detailed below.
- The following revisions were requested:
 1. Holiday OOH - Emma with Dog
 - Retouch to ensure that dog pops from white background.
 - Relocate pack shot.
 2. Holiday Print - Holiday Romance with Reindeer (Emma and Scott)
 - Retouch Emma's outfit. Objective is to make her look more formal/dressed up. Retouching will include opening up jacket and bringing out detail in blouse.
 3. Winter Print - Ice-Fishing (Page and Spread)
 - Retouch to reduce metallic look of visual, particularly ice.
 - Use pink bar color
- Winter OOH Ice-Skating (Mary and Lana) was approved.
 - No revisions requested.
 - Agency will proceed to A&K.
- New copy for winter print was approved.
 - "Good things come to those who go out and get 'em"

Next Steps/Timing

LBCo to present revised comps	8/2 or 8/3
Comp approval	8/5
Holiday A&K due to PM	w/o 8/14
Holiday Film due	w/o 9/4

Please call with any questions.

Bonnie
x5267

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